

TABLE V  
AMERICAN BRANDS

<u>Brand</u>	<u>Philip Morris CO, mg/cigt.</u>	<u>TITL CO, mg/cigt.</u>	<u>PM-TITL Difference</u>
Carlton 85 (Box)	<1.0	0.6	-
Carlton Menthol 85	1.0	1.3	-0.3
Carlton 85 (Soft Pack)	1.1	1.8	-0.7
Tareyton Ultra Low Tar Menthol 85	1.3	1.4	-0.1
Iceberg Menthol 100	4.2	4.4	-0.2
Lucky 100's	4.9	4.7	+0.2
Carlton 100's	5.3	6.1	-0.8
Carlton Menthol 100's	*	5.5	-
Pall Mall Extra Light 85	6.0	7.0	-1.0
Tareyton Long Lights 100	6.8	8.3	-1.5
Tareyton Lights 85	7.8	7.7	+0.1
American Lights Menthol 120	8.5	8.4	+0.1
Lucky Ten 85	8.7	10.2	-1.5
American Lights 120	8.9	7.4	+1.5
Silva Thins 100	9.6	10.0	-0.4
Pall Mall Light 100	10.6	11.1	-0.5
Silva Thins Menthol 100	11.2	9.9	+1.3
Pall Mall Light Menthol 100	12.7	12.0	+0.7
Half & Half 85	14.0	14.8	-0.8
Montclair 85	15.0	15.2	-0.2
Twist Menthol 100	15.7	15.4	+0.3
Long Johns Menthol 120	15.8	15.8	0
Tareyton 85	16.2	15.1	+1.1
Long Johns 120	16.4	17.3	-0.9
Tall Menthol 120	16.5	16.2	+0.3
Tareyton 100	16.7	15.6	+0.9
Pall Mall 100	17.6	16.2	+1.4
Pall Mall 85	17.9	17.4	+0.5
Tall 120	18.1	19.3	-1.2
Bull Durham 85	22.2	23.6	-1.4

NON-FILTERED BRANDS<sup>1</sup>

Pall Mall 85 (NF)	15.0	17.7	-2.7
Lucky Strike 70 (NF)	16.0	17.5	-1.5
Herbert Tareyton (NF)	19.0	18.1	+0.9

\*Carlton Menthol 100's not tested in 1979, previous 1978 CO average was 7.1 mg/cigt.

<sup>1</sup>Philip Morris data was obtained using the standard dental dam; TITL smoked non-filtered brands using sleeving.